

Studies that demonstrate that schools can have strong nutrition standards and maintain financial stability:

West Virginia University, Robert C. Byrd Health Sciences Center, Health Research Center. West Virginia Healthy Lifestyles Act: Year One Evaluation Report. 2009. West Virginia University.

- 80% of West Virginia principals surveyed reported little or no change in revenues when they switched to healthy beverages such as milk and water after implementing the state policy restricting the sale of junk foods and soda in schools.

Wojcicki JM, Heyman MB. Healthier choices and increased participation in a middle school lunch program: effects of nutrition policy changes in San Francisco. *Am J Public Health* 2006;96:1542-7.

- A pilot study in a San Francisco middle school found that within 2 months of implementing nutrition standards, the school generated more revenue from food sales than a larger middle school in the same district that continued to sell sodas and fast food. This increase in revenue resulted from the increased participation in the school lunch program.

Connecticut State Department of Education. Summary Data Report on Connecticut's Healthy Snack Pilot. 2006. Hartford, CT, Connecticut State Department of Education.

- Connecticut schools that changed snack food offerings to meet nutrition standards reported an increase in the sales of reimbursable meals and no changes to overall school revenue.

Arizona Department of Education. Arizona Healthy School Environment Model Policy Implementation Pilot Study. 2005. Arizona Department of Education.

- 6 of 8 Arizona schools that implemented nutrient requirements for all vending and à la carte options as part of a pilot project reported no overall food service revenue losses after making the policy changes.

Center for Weight and Health, University of California B. Pilot Implementation of SB 19 in California Middle and High Schools: Report on Accomplishments, Impact, and Lessons Learned. 2005. Berkeley, CA, Center for Weight and Health, University of California, Berkeley.

- 13 of 16 California schools reported an increase in gross revenue after implementing nutrition standards. Most of these schools reported increases in the sales of reimbursable meals, with the greatest increases occurring in the schools that eliminated à la carte foods completely.

Food and Nutrition Service, US Department of Agriculture, Centers for Disease Control and Prevention, US Department of Health and Human Services, US Department of Education. Making it happen: school nutrition success stories. Alexandria, VA: US Department of Agriculture; 2005.

- In a report of school nutrition success stories published by USDA and CDC, 15 of the 16 schools and districts that measured changes in revenue reported an increase or no change in revenue after implementing strategies to improve the nutritional quality of foods sold on campus.

Studies that demonstrate how marketing of the healthier food and beverage choice can minimize financial risk:

French SA, Story M, Fulkerson JA, Hannan P. An environmental intervention to promote lower-fat food choices in secondary schools: outcomes of the TACOS study. *Am J Public Health* 2004;94:1507-12.

- A randomized trial of 20 secondary schools found that increasing availability and promotion of lower fat food options resulted in a higher percentage of sales from these foods with no impact on overall food service revenue.

French SA, Story M, Fulkerson JA, Hannan P, Snyder P, Eisenberg M et al. Pricing strategy to promote fruit and vegetable purchase in high school cafeterias. *J Am Diet Assoc* 1997;97:1008-10.

French SA, Jeffery RW, Story M, Breitlow KK, Baxter JS, Hannan P et al. Pricing and promotion effects on low-fat vending snack purchases: the CHIPS Study. *Am J Public Health* 2001;91:117.

- Lowering the price of fruits, vegetables and low-fat snacks resulted in a significant increase in the sales of these foods without a decrease in total revenue.

Studies that demonstrate that school vending contracts may not generate as much revenue for schools as people think:

Johanson J, Smith J, Wootan MG. *Raw Deal: School Beverage Contracts Less Lucrative Than They Seem*. Washington, DC: Center for Science in the Public Interest; 2006.

- An analysis of 120 beverage contracts from 16 states found that, on average, sales of beverages in schools generate \$18 per student per year.
- For every dollar that students spend on beverage vending machine. purchases, only 33 cents goes to the school. The remaining 67 cents goes to the beverage companies.

Studies that demonstrate that students will purchase healthier options when other options are eliminated:

Brown DM, The University of Southern Mississippi. Health is academic: beverage vending case study and implementation of a liberal hydration policy SY 2006-2007. 2007. The University of Southern Mississippi.

- Following the implementation of beverage standards in 18 schools in Mississippi, 11 schools reported an increase in the sales of water and 4 schools reported an increase in sales of 100% fruit juice.

Standards for healthier foods in schools:

Institute of Medicine. Nutrition Standards for Foods in Schools: Leading the Way Toward Healthier Youth. Washington DC: Institute of Medicine of the National Academies; 2007.

- o The Institute of Medicine recommends that the only foods and beverages that should be sold on school campuses outside of federally regulated meal programs are fruit, vegetables, whole grains, and low-fat or nonfat milk and milk products.